

Wam Enterprises

Memorandum

TO: WAM Distributors
FROM: Win Schiller, WAM Enterprises
RE: WAM/RJR Program
DATE: September 25, 1995

As you know, the time is fast approaching for when we will be making a presentation for the 1996 Program to our sales people. At this meeting, both RJR and Swisher International will be presenting their programs.

RJR has had a meeting with your local account Rep to explain this program. **There is a tremendous amount of enthusiasm surrounding the potential that this program has to offer.** Your RJR Rep will be contacting you shortly regarding the Signature P.O.S. materials that you need to order as soon as possible (i.e. - displays, header cards, Signature labels, etc.) Following is a list of dates that you should know:

1. The week of **October 2nd**, Signature product will be available from RJR warehouses.
2. **October 4th**, Signature decals for all P.O.S. products will be available.
3. Item #08C 5' x 3' promotional pricing banner with decal strips will be ready for shipment **October 13th**. We will be purchasing these in the 1,000 quantity price at \$9.53 + handling. RJR will be paying for these up front and will be deducting this cost from your accrual based upon your usage.

Attached is a letter from Larry Schreiber, which indicates some ideas on how to structure the Signature launch. All WAM Distributors introductory promotion will be the same and the remaining promotions will be determined individually based upon your market and what is available in your accrual. We are planning on running 6 Signature promotions in 1996.

Introductory Promotion - We are planning on doing a 60 day launch period of reducing the price of Signature \$2.00 per carton. (\$1.50 Off invoice plus \$.50 from the accrual).

Signature Salesmen's Spiff - For the 60 day launch period, most WAM Distributors are planning on giving away their \$.25 introductory allowance based upon certain performance criteria. It is important that you make up for our sales presentation a pass out describing how the above gets earned.

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Please fax us a copy as soon as you have completed same, so we can be prepared for the meeting. We also need to know what you will be paying your sales people after the 60 day introduction.

Full Priced and Branded Savings Salesmen's Spiff - What will you be providing to your sales force to assure that they get behind this program?

Someone will be communicating with you this week regarding our scheduled WAM presentation. Prior to our sales presentation, we would also like to meet with you, your staff and RJR to make sure everybody totally understands the program and what the expectations are.

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